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FEB 07 2006

TELECOPIER TRANSMITTAL FORM

DATE: February 7, 2006
TO: Examiner Daniel Lastra
FIRM: USPTO, Group Art Unit 3622
FAX #: (571) 273-8300
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FROM: Jon A. Gibbons

**TOTAL NUMBER OF PAGES: 13
(INCLUDING THIS PAGE)**

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MESSAGE:**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE****Applicant(s): Reiner KRAFT et al.****Serial No.: 09/757,901****For: PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH
INTEGRATION OF PHYSICAL LOCATION USING GPS****Enclosed are the following:**

Transmittal letter (1 page); and Supplemental Preliminary Amendment (11 pages)

Docket No.: ARC9-2000-0048-US1

110-A00-005

February 7, 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of : Atty. Docket No. ARC9-2000-0048-US1
 Reiner KRAFT, et al. : Group Art Unit: 3622
 Serial No. 09/757,901 : Examiner: Daniel Lastra
 Filed: January 10, 2001 : Confirmation No. 8326

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For: PERSONALIZED PROFILE BASED ADVERTISING SYSTEM AND METHOD WITH
INTEGRATION OF PHYSICAL LOCATION USING GPS

TRANSMITTAL

MAIL STOP AMENDMENT
 Commissioner for Patents
 P.O. Box 1450
 Alexandria, VA 22313-1450

SIR:

Transmitted herewith is a supplemental preliminary amendment in the above-identified application, and the following:

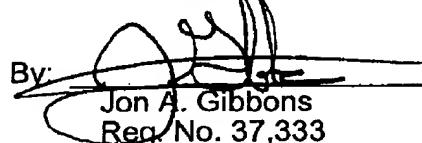
[X] No additional filing fee is required.

The fee has been calculated as shown below. (Small entity fees indicated in parentheses.)

CLAIMS AS AMENDED						
(1)	(2) Claims Remaining After Amendment	(3)	(4) Highest Number Previously Paid For	(5) Extra Claims	(6) Rate	(7) Fee
Total Claims (Small Entity)	15	-	22	0	50.00 (25.00)	0
Independent claims (Small Entity)	4	-	6	0	200.00 (100.00)	0
Multiple Dependent (Small Entity)	0	-	0	0	360.00 (180.00)	0
Extension of Time Fee (Small Entity)	One Month \$120 (\$60)	Two Months \$450 (\$225)	Three Months \$1020 (\$510)			0
Total						\$0.00

XX The Commissioner is hereby authorized to charge any required fees to Deposit Account No. 09-0441.

Respectfully submitted,

By: 
 Jon A. Gibbons
 Reg. No. 37,333

Date: 2/7/05

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PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Appl. No.	:	09/757,901	Confirmation No. :	8326
Applicant	:	Reiner Kraft et al.		
Filed	:	January 10, 2001		
TC/A.U.	:	3622		
Examiner	:	Daniel LASTRA		
Docket No.	:	ARC9-2000-0048-US1		
Customer No.	:	23334		
Title	:	Personalized Profile Based Advertising System and Method with Integration of Physical Location Using GPS		

VIA FACSIMILE (571) 273-8300

MAIL STOP AMENDMENT
 Commissioner for Patents
 P.O. Box 1450
 Alexandria VA 22313-1450
 Attention: Examiner LASTRA

SUPPLEMENTAL PRELIMINARY AMENDMENT

Sir:

This is in response to the Office Action dated January 25, 2006 in which the claims were not compliant under 37 CFR 1.121, which responded to the Applicant's bona fide attempt to reply to a Final Office action on April 6, 2005. This amendment with the following remarks is a substitute and a replacement for the Applicant's Preliminary Amendment filed on April 6, 2005. Please enter and consider the following amendment and remarks prior to an examination on the merits and calculation of any fees:

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CERTIFICATE OF MAILING OR TRANSMISSION

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as first class envelope addressed to: Commissioner For Patents, P.O. Box 1450, Alexandria, VA 22313-1450, or facsimile transmitted to the U.S. Patent and Trademark Office on the date shown below: On February 7, 2006

Date

Karen Taragowski
 Name

Karen Taragowski
 Signature